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62,27.

A New Hardy Perennial



Massed Profusion of easily grown, hardy Chrysanthemums

Creator of "Dean Kay," the most popular hardy in years; also "Summer Gold," to be introduced in spring 1943 — both sold to one of the largest nurseries — and more than fifty other new varieties of early, long-blooming, hardy Chrysanthemums.

H. Roy Mosnat

Belle Plaine, Iowa



H. R. MOSNAT**MOSNAT BLOCK****BELLE PLAINE, IOWA**

~~Whitten Ahernan Nurseries
Bridgeman, Michigan~~

Gentlemen:

"Truly the chrysanthemum is coming into its own," concludes an article about Amateur Chrysanthemum Growers in "Horticulture," Boston, Mass., Dec. 1, 1941, page 498.

The new, early and long blooming hardy Chrysanthemums are really a brand new hardy perennial, with a flowering period of up to four months. For the greatest abundance of flowers at the smallest cost in coin and care, have your customers plant these new, summer-blooming mums.

They actually start to flower within a few weeks from the planting of the little plants in April or May. Their growth is almost unbelievable. These new mums have proven hardy in northern Maine, North Dakota, Minnesota, and elsewhere, where other "hardy" mums winter-kill.

I am now offering a number of blizzard tested varieties of my new mums, in many colors and types. They survived the great blizzard of Nov. 11th., 1940 without protection unharmed. Cushion type, Korean hybrid and U.S. Department of Agriculture mums, all supposed to be hardy, growing right alongside, were all killed.

These new mums offer the best profit opportunity open to nurserymen at the present time. I am contracting now for Spring, 1943--that is only a little more than a year away. This year's production is all sold out. Nurserymen are progressive and also patriotic and they know a good thing when they see it, as some have, and many more will.

The growing of mum plants is as you know, really a propagating specialty, and I can do it at a lower cost than most nurserymen.

Write me as to your requirements and I will be glad to cooperate.

The U.S. Department of Agriculture's Victory Garden campaign plans for 1,300,000 more gardens, including flowers. Be in position to sell your share of the plants needed by all these new gardens and more.

Says Andrew S. Wing, editor of Garden Digest, in Nature Magazine: "It is recognized in Washington and by garden leaders here and in England that there is a great morale value in the growing of flowers and other ornamentals in both public and private gardens."

Morris S. Shipley states:

"Don't forget that your flower garden and your ornamentals are also an integral part of the Defense Garden Program; a part which is vital not only to you but to the country at large in that you need the relaxation, the quiet peace, which working in a flower garden can provide so well." Very truly,

H. R. Mosnat

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1942

MOSNAT'S CHRYSANTHEMUMS . . .

Early - Long Blooming

To Sustain Morale, "Say It With Flowers." Flowers and Plants Carry a Universal Method of Cheer —
A Troubled World Needs Them!

These Chrysanthemums are hardy, vigorous and healthy. Very early and extremely free blooming. Start to bloom in July and continue to killing frosts—as much as four months. Excellent for Landscape Planting. Many colors.

Hardy at Grand Forks, North Dakota; Houlton, Maine (200 miles northeast of Portland, Maine); Minneapolis, Minn., and elsewhere. Survived the great blizzard of Nov. 11, 1940, unprotected and unharmed. Cushion, Korean Hybrid and U. S. Dept. of Agriculture mums growing alongside were killed.

Breeze Hill Gardens, Horticultural Laboratory of the J. Horace McFarland Co., Mount Pleasant Press, Harrisburg, Pa., December 3, 1941:

"Those Chrysanthemum plants which you sent us last spring developed into splendid plants about 2 feet tall with a 3 ft. spread which gave us masses of bloom." R. Marion Hutton.

Horticulture, Boston, Mass., magazine of Massachusetts Horticultural Society, page 293, 1940:

"I consider this one of the most important introductions of recent years." Ed. I. Farrington, Editor

"I feel that you have achieved a real contribution to horticulture in your Chrysanthemums and I wish to add my appreciation of the results of your efforts." A. J. Hilbert, Elmira, New York

Iowa State College of Agriculture, Extension Service, Ames, Iowa, Nov. 10, 1941:

"The plants of your origination Chrysanthemum have given a good performance in our perennial flower garden here on the College campus. Thousands of visitors go through our garden each year and this is a good place to acquaint Iowa gardeners with the newest and the best of the older varieties.

"I took a colored picture of Dean Kay Chrysanthemums which I showed to garden club members throughout the state. The variety starts to bloom early and blooms over a long period of time, and the plant has a good vigorous quality." L. C. Grove

Reno, Nevada, December 10, 1941

"The Chrysanthemum plants did very well. We were immensely pleased with them. You certainly know your Chrysanthemums." George Springmeyer

"That hour in your gardens seems a beautiful dream—but we have the pictures to prove its reality. Surely you are doing your bit for America by increasing such loveliness." Helen Fischer, Shenandoah, Iowa, Dec. 21, 1941.

Mrs. M. B. Kannowski, Superintendent of Parks,

Grand Forks, North Dakota, also General Chairman Horticultural Committee, American Institute of Park Executives, in Parks and Recreation magazine, publication of that organization, Dec. 1940, pages 152-153, "A Good Park Flower."

"Nothing we have had in our borders this year has created such interest as these mums.

"Dean Kay Chrysanthemums would be very effective in landscape work when planted in masses in front of shrubbery which shows fall color. It would be equally happy in the rock garden or interspersed in the fall border. I consider it a gem for park use." Mrs. M. B. Kannowski wrote that the mums wintered excellently 1940-1941, including the great blizzard.

CHRYSANTHEMUM DEAN KAY:

"Dear Editor: One of the finest and most satisfactory perennials in my garden is the new Chrysanthemum Dean Kay which was purchased early in the Spring of 1940. Thinking that this was just another hardy Chrysanthemum, I set it out and proceeded to forget about it until September. It grew rapidly and formed buds early.

"After pinching it once or twice, I left it to bloom and was more than pleased with an early crop of blossoms about the end of July. These increased in number gradually until the plant became a mound of clear, deep pink, semi-double flowers. The flowers remained profuse, fresh and pink until frost. At first, the plant resembled somewhat the old pink Amelia, but that similarity was short lived, for the clearer and deeper color of the flowers, as well as the greater spread and height of the plant dispensed that thought.

"When the frost finally claimed it I felt that it had more than repaid me for the cost of the plant and the care given it in its four months of bloom. I am more than delighted now to see it has lived over the winter, uncovered, and that I can enjoy it another year." Maxine Lewis, Gloucester, Mass. From Horticulture, Boston, Mass., magazine of Massachusetts Horticultural Society, more than 100 years old. June 15, 1941, Page 286.

Flower Garden Magazine, October 30, 1941:

"I have just heard from Al Amsel. He says that after watching Dean Kay mum over another bloom season he finds that it did much better this year than last and that the bloom held over a long period. Visitors to his garden were practically unanimous in praising it." Paul F. Frese, Editor

These new Chrysanthemums are now produced in many colors — white, pinks, reds, yellows, oranges, wine, buff, bronzes, etc. Also in various types of flowers, such as singles, semi-doubles, doubles, cactus flowered, bi-colors, and so on, in more than 100 selections from many thousands of seedlings in 12 different crosses.

H. ROY MOSNAT, Originator, BELLE PLAINE, IOWA

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